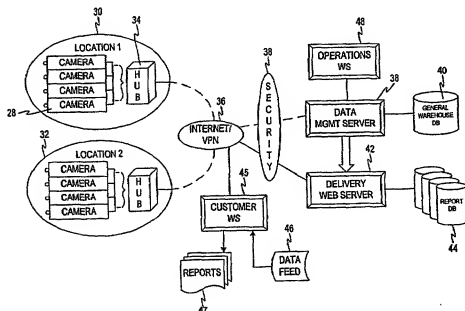




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification <sup>7</sup> : G06F 13/38		A1	(11) International Publication Number: <b>WO 00/57287</b>
		(43) International Publication Date: 28 September 2000 (28.09.00)	
(21) International Application Number: PCT/US00/07001		(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).	
(22) International Filing Date: 17 March 2000 (17.03.00)			
(30) Priority Data: 60/125,451 19 March 1999 (19.03.99) US			
(71) Applicant (for all designated States except US): RCT SYSTEMS, INC. [US/US]; 5511 N. Cumberland Avenue, Suite 602, Chicago, IL 60656 (US).			
(72) Inventors; and			
(75) Inventors/Applicants (for US only): KRAMERICH, George [US/US]; 9319 Oak Park Avenue, Morton Grove, IL 60053 (US); JOHNSON, Barbara [US/US]; 285 Walter Avenue, Elk Grove Village, IL 60007 (US); DIBERARDINO, Krista [US/US]; 37280 North Cremona, Lake Villa, IL 60046 (US); JACKIEWICZ, William [US/US]; 2017 Bryn Mawr Court, McHenry, IL 60050 (US); MARTIN, James [US/US]; 18898 West Linden Avenue, Grays Lake, IL 60030 (US); WOSS, Andrew [US/US]; 2883 Whispering Oaks, Buffalo Grove, IL 60089 (US).		Published With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.	
(74) Agent: RUDISILL, Stephen; Jenkins & Gilchrist, 1445 Ross Avenue, Suite 3200, Dallas, TX 75202-2799 (US).			

(54) Title: SYSTEM FOR INDEXING PEDESTRIAN TRAFFIC



## (57) Abstract

A system and a method for indexing pedestrian traffic are disclosed. Traffic information is gathered from counter units (30, 31) placed at entrances in provider malls, retail stores, or other locations where pedestrians may be counted. The counters give daily reports to the traffic indexing system (40) of the amount of pedestrian traffic flowing through traffic monitoring points (30, 31). Traffic data are collected daily from providers and compiled into an index (40). These data may be integrated and indexed with other data such as sales data, labor data and promotion data. Providers (30, 31) and other users (45) may access the traffic index (40) along with other industry information to gauge their performance as compared to the performance of others in the industry or to make educated decisions on development and marketing issues.